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BBER and Great Falls Area Chamber of Commerce to sponsor economic outlook seminar

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MEDIA RELEASE

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January 24, 1986
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BBER AND GREAT FALLS AREA CHAMBER OF COMMERCE TO SPONSOR ECONOMIC OUTLOOK SEMINAR

MISSOULA --

The role of Montana's natural resource industries in the statewide and local economies is one of the featured topics of the 11th annual Economic Outlook Seminar scheduled for February 6 at the Rainbow Hotel.

A special afternoon session, courtesy of the Great Falls Tribune, will offer highlights of a major marketing study of the Great Falls area. The presentation will be given by Hazel H. Reinhardt, vice president of market development for the Cowles Media Company in Minneapolis and director of research for the Minneapolis Star and Tribune.

The seminar is cosponsored by the University of Montana Bureau of Business and Economic Research and the Great Falls Area Chamber of Commerce.

Bureau Director Maxine Johnson will discuss resource industries on a statewide scale, while two local individuals directly involved in agriculture and oil and gas will discuss those industries' prospects in more detail. They are George Paul, information officer for the Montana Wheat Research & Marketing Committee, and Warren Robinson, chairman of the Overthrust Belt Foundation. Also appearing during the local business portion of the seminar will be Col. Stephen Heppel, base commander of Malmstrom Air Force Base.

Susan Selig Wallwork, research associate at the Bureau, will assess

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BBER.RL - add one

Montanans' perception of the natural resource industries, using information from a recently completed statewide Bureau survey.

The prospects for the Great Falls local economy in general will be handled by Paul Polzin, director of forecasting at the Bureau. Mary L. Lenihan, Bureau editor, will present the results of an ongoing statewide and area survey of consumer sentiment conducted by the Bureau.

The luncheon speaker, Michael P. Malone, dean of graduate studies and professor of history at Montana State University, will discuss "The Historical Roots of Anti-Corporate Sentiment in Montana."

The seminar will begin at 8:15 a.m. and costs \$40 per person, including lunch. The session focusing on the Great Falls marketing survey begins at 1:00 p.m., and persons interested in only this portion of the seminar may attend free of charge. Registration details are available from the Great Falls Area Chamber of Commerce, 761-4434.

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